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HISPANIA

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THE SEVENTH NATIONAL FOREIGN TRADE CONVENTION IN ITS RELATION TO THE TEACH- ING OF SPANISH

A speaker before the New York Chapter of the American Association of Teachers of Spanish, Sr. Manuel González, ex-consul general of Costa Rica, discussed in April of this year the importance of the National Foreign Trade Convention to be held in San Francisco in May and urged that our Association make some attempt to establish relations with the body of men who would attend by sending a representative. President Wilkins was persuaded and appointed the writer as the official delegate of the Association. Attendance at the sessions during the three days of the convention confirmed in my opinion the good sense of Sr. González' suggestion. It came too late, however, for the Association to be represented on the program by a speaker, but another year such representation would be both possible and advisable.

The Annual Convention is an open one which anybody interested in foreign trade may attend. Its executive body maintaining a permanent organization is the National Foreign Trade Council with an office at Number 1, Hanover Square, New York. Its purpose is to foster trade with foreign countries in all parts of the world. Since we as teachers of Spanish are especially interested in one of the best fields for foreign trade development, we have something to offer to traders in Spanish America in return for items of practical knowledge which will make our teaching of greater value to our students. The practical value of the study of Spanish has always been so obvious that as an Association, we

have constantly striven to show its ideal side, the strengthening of better relations between the United States of North America and our southern Spanish-speaking neighbors of the western world. And now come the speakers before the foreign trade convention pointing out that the first fundamental doctrine of successful foreign trade is an intelligent and sympathetic understanding of your foreign customer. As teachers of Spanish we are to be congratulated since we have both a practical and an ideal basis for our labors.

The Seventh National Foreign Trade Convention was held in the Civic Auditorium of the City of San Francisco. This is a handsome building composing one of the group of buildings known as the Civic Center. After the great fire the progressive men of San Francisco decided to place in one locality around a large park-like plaza those buildings which immediately concerned the community life of the city. To date only the auditorium, the public library and the city hall, resplendent with its gilded dome, have been built, but they form an architectural group of great beauty and one of the sights of San Francisco. The auditorium, now famous as the scene of the Democratic National Convention of 1920, was built as part of the preparation for the Panama-Pacific Exposition, with a seating capacity of twelve thousand.

The general sessions of the convention were held in the main hall of the auditorium. Being situated beneath the dome of the building, the hall is circular and surrounded by noble white columns. The speaker's platform is erected within the circle. In the corridors outside the circle were commercial exhibits of various kinds. Most striking were the exhibits of maps and photographs to illustrate the shipping advantages of different Pacific ports such as Seattle and Tacoma. The State of Oregon exhibited huge trunks of trees which produce valuable lumber; and different steamship lines had replicas of ship saloons attended by attractive Japanese and Chinese young women. The Philippine Islands showed a very interesting selection of native products. Quite extensive was the section devoted to periodicals, trade directories, atlases and other printed material. Though some of the publishers should advertise their publications in the advertising pages of HISPANIA rather than receive free mention here, yet, teachers of commercial Spanish will be glad to learn of the existence of a special commercial atlas

of Spanish America, published by the General Drafting Co., 9 Church Street, New York, and sold at the price of \$20, under the name of "Atlas America Latina."

In rooms beyond the corridors of exhibits and on the upper floors of the building were held group meetings where topics were discussed interesting to fewer persons than those of the general sessions.

The general theme of the convention was "The Effect of Being a Creditor Nation," a phrase which seemed to sum up the three great problems at the moment confronting the foreign trader: The relation between our productive capacity and foreign trade; the financial aspects of our trade with the former belligerent nations; and the possibility of increased trade expansion in undeveloped neutral markets. The different angles from which these problems were discussed are shown by the complete program which follows:

FIRST GENERAL SESSION—WEDNESDAY, MAY 12TH

Convention called to order by James A. Farrell, Chairman, National Foreign Trade Council.

Address of Welcome: Captain Robert Dollar, Chairman, Pacific Coast Committee, National Foreign Trade Council.

Organization of Convention: Address of President of Convention. Appointment of Convention General Committee.

Session Topic:—Fundamentals of Our Foreign Trade.

1. The Relation of Our Productive Capacity to Our Foreign Trade: James A. Farrell, Chairman, National Foreign Trade Council, President U. S. Steel Corporation.
2. Increasing Imports: E. P. Thomas, President, U. S. Steel Products Co.
3. The Financial Situation as Applied to Foreign Trade: Fred L. Lipman, Vice-President, Wells Fargo Nevada National Bank.
4. Foreign Exchange: Fred I. Kent, Vice-President, Bankers' Trust Co.

SECOND GENERAL SESSION

Session Topic:—Exports and Imports.

1. The Function of Imports in Our Foreign Trade: George E. Roberts, Vice-President, National City Bank.
2. The Future of Our Exports: Frederick J. Koster, President, California Barrel Company.
3. Railway Service in Foreign Trade: William Sproule, President, Southern Pacific Railway.

GROUP SESSIONS

Group I.—Education for Foreign Trade.

1. Why and How Economics Should be Taught in the High Schools:

Dr. Ernest L. Bogart, Assistant Acting Foreign Trade Advisor, State Department.

2. Adequate School Training in Commercial History: Edmund A. Walsh, Georgetown University, School of Foreign Service.

3. Geography in School and College: Emerson Lucas, Chattanooga, Tenn.

4. Discussion: Everett W. Lord, Boston University; Will A. Peairs, Des Moines; V. H. Pinckney, California Packing Corporation.

Group II.—Financing Foreign Trade.

1. Through Credits and Investments: John E. Gardin, International Banking Corporation.

2. Through Foreign Finance Corporation: Frank B. Anderson, President, Bank of California.

3. Possibilities Under the Edge Law: Elmer H. Youngman, Bankers' Magazine.

4. Discussion: Allen Walker, Guaranty Trust Co.

Group III.—Transportation and Communication.

1. Development of Export and Import Transportation: R. M. Calkins, Vice-President, Chicago, Milwaukee & St. Paul Ry.

2. Port and Terminal Facilities: B. F. Cresson, Jr., New York-New Jersey Port and Harbor Development Commission.

3. Communications: Gordon C. Corbaley, Seattle Chamber of Commerce.

4. Oriental Trade Expansion Dependent Upon Transportation Development of Asia: Paul P. Whitham, Trade Commissioner, Department of Commerce.

Group IV.—Foreign Trade Advertising.

1. Advertising Results: J. G. Culbertson, President, Wichita Falls Motor Co.

2. Agency Service: Frank Arnold, Frank Seaman, Inc.

3. Consumer Advertising Abroad: W. E. Row, Shanghai.

THIRD GENERAL SESSION—THURSDAY, MAY 13TH

Session Topic:—Foreign Trade Policies.

1. American Organization for Foreign Trade: Henry Suzzalo, President, University of Washington.

2. The Work and Service of American Chambers of Commerce Abroad: C. W. Whittemore, American Chamber of Commerce, Buenos Aires.

3. Federal Incorporation for Foreign Trade: A. R. Hager, Shanghai.

4. The Need of a Bargaining Tariff: Robert H. Patchin, W. R. Grace & Company.

5. Reorganization of the Government Service of Trade Promotion and Information: W. W. Nichols, Allis Chalmers Company.

GROUP SESSIONS—THURSDAY, MAY 13TH

Group V.—Direct Selling Abroad.

1. Why Direct Selling: W. L. Saunders, Chairman of Board, Ingersoll-Rand Company.

2. Sales Methods Under Adverse Exchange: P. S. Steenstrup, General Motors Export Company.

3. International Barter: Burwell S. Cutler, Washington, D. C.

Group VI.—Banking Service to Foreign Trade.

1. Foreign Trade Promotion Through the Banks: W. E. Aughinbaugh, New York Commercial.

2. Inland Banks and Foreign Trade: W. C. Dunlap, Treasurer, American Multigraph Company.

3. Need for Standard American Letter of Credit: Marc M. Michael, Treasurer, Consolidated Steel Corporation.

Group VII.—Trade With the Orient.

1. China: Chao Hsin Chu, Consul General of China.

2. The Philippines:

3. The Dutch East Indies: A. Tigler Wybrandt, Holland-American Chamber of Commerce.

4. French Indo-China: Gaston Giraud, Commercial Attaché.

5. Japan: T. Teshima, Mitsui & Co.

Group VIII.—Foreign Trade and the Press.

1. The Service of the Business Press: James H. McGraw, McGraw-Hill Corporation.

2. The Agricultural Press: G. Howard Davison, President, El Campo Internacional and The Field Illustrated.

3. The Export Press: Franklin Johnston, American Exporter.

Group IX.—Foreign Credits and Credit Information.

1. The Importance of Foreign Credits: Henry S. McKee, Vice-President, Merchants National Bank, Los Angeles.

2. Difficult Problems and How to Solve Them: E. G. Swift, Getz Bros.

3. Credit Insurance, Is it Feasible? Is it Desirable?

Discussion leaders: George R. Meyercord, 1st Vice-President, Illinois Manufacturers' Association; Mark O. Prentiss, U. S. Clearing House of Foreign Credits.

Group X.—American Trade With Russia.

1. Russia, and American Problem: W. C. Redfield, President, American-Russian Chamber of Commerce.

2. Trade Possibilities With Asiatic Russia: David P. Barrows, President, University of California.

3. Current Conditions in Russia: Jerome Landfield, American-Russian Chamber of Commerce.

Group XI.—Foreign Trade Information.

1. How to Use the Federal Information Services: E. A. Brand, Tan-ners' Council of the U. S. A.

2. The Services of Business Libraries: Miss A. L. Rose, Special Libraries Association.

3. A New Commodity Classification for Trade Statistics: G. B. Roorbach, School of Business Administration, Harvard University.

FOURTH GENERAL SESSION—FRIDAY, MAY 14TH

Session Topic:—The Merchant Marine:

1. American Maritime Policy: William H. Knox, President W. H. Knox & Co.
2. American Marine Insurance: Hendon Chubb, Chubb & Sons.
3. Fuel Oil and Foreign Trade: A. C. Bedford, Chairman of Board, Standard Oil Co. of New Jersey.
4. American Coal and Its Relation to Foreign Trade: E. J. Enney, President, William Cory-Mann-George Corporation.
5. Marine Securities: John E. Barber, Harris, Forbes & Co.

GROUP SESSIONS

Group XII.—Practical Problems of the Export Manager.

1. Training Export Salesmen: W. P. F. Ayer, Vice-President, Walworth Mfg. Co.
2. Trade Mark Protection: C. B. McElhany, Vice-President, American Steel Export Co.
3. Survey of New Markets: E. Wilhelmi Droosten, The Robbins & Myers Company.

Group XIII.—Webb Law in Operation.

1. Webb Law Developments: Huston Thompson, Federal Trade Commissioner.
2. Webb Law in Operation: E. J. Bartells, Wood Pipe Export Co.
3. Webb Law Association Management: E. E. Judd, Manager, American Webbing Manufacturers Export Corporation.

Group XIV.—Pacific Problems.

1. Commercial Intercourse With China: John Foord, American Asiatic Association.
2. Relation With the Peoples of the Orient: Robert Newton Lynch, Vice-President, San Francisco Chamber of Commerce.
3. Handling Products of the Orient: W. B. Henderson, Pacific Ports, Seattle, Washington.

Group XV.—Latin American Trade Relations.

1. Transportation, Tariff and Customs Conditions in Latin America: F. F. G. Harper, San Francisco.
2. Financing Foreign Trade in Latin America: Guy W. Wolf, Financial Editor, Commercial News.
3. Ocean Transportation: Chas. E. Brown, Swayne & Hoyt, Inc.

The speakers at the general sessions emphasized the crisis presented by the high rate of exchange. "It burdens and discourages exports from this country," said Mr. George E. Roberts, vice-president of the National City Bank of New York. "The Canadian purchaser of American goods, for example, must pay the price in this country and then pay a premium of 10 or 15 per cent to obtain the means of payment. Our trade is being curtailed, partly by the

added cost resulting from the exchange rates and partly by a deliberate policy. There is public agitation against purchases in the United States except of goods that are indispensable." Since such is the state of affairs in most of the world, the outlook at the moment for the expansion of our foreign trade is not bright. The one brilliant exception where the rate of exchange is favorable for trade (and here is the significance for us teachers of Spanish) lies in Spanish America.

A side light of interest was thrown on this fact by an exhibit of the National Association of Manufacturers. This association maintains a translation bureau; and for members of the association it translates free twenty-five business letters yearly, with appropriate charges for letters beyond that number. The translation bureau exhibited the following table of the number of translations of business letters for the year 1919:

	FROM	INTO
Spanish	18,333	11,738
French	8,424	4,687
German	906	294
Portuguese	2,047	2,151
Italian	1,258	677
Russian	102	30
Danish	124	21
Swedish	145	54

The group session of most interest to teachers of Spanish and the one in which our Association should have been represented by a speaker was Group I, "Education for Foreign Trade." The chairman of the meeting was Prof. H. R. Hatfield, Dean of the School of Commerce in the University of California. The dominant force behind the organization of this group and its program was the School of Foreign Service of Georgetown University. To this school Mr. James A. Farrell, President of the United States Steel Corporation, has recently given \$20,000. Mr. Farrell is also Chairman of the National Foreign Trade Council. He attended the meeting of Group I, and when called on to say a few words, declared that he never understood before the close relation between education and foreign trade.

For teachers of Spanish the most interesting of the set addresses was that by Mr. Emerson Lucas, regarding Chattanooga. It ap-

pears that the industries of that city, many and various, are engaged largely in the production of exportable wares. Consequently the school courses are arranged with the idea in mind that some day the school child will be engaged in an industry connected with foreign trade. Geography especially is taught on this basis; Spanish likewise, according to what Mr. Lucas termed "the Chattanooga idea." Mr. Conant, of that city, a member of our Association, has promised to tell the readers of HISPANIA how the idea is applied and how it works out in the teaching of Spanish. At times the schools concentrate on some country; and, as Spanish America receives many of the Chattanooga exports, the children had recently passed through a "Spanish-American week." Mr. Lucas displayed some of the posters referring to it which had been produced by the drawing department of the High School.

In the discussion which followed the addresses, the importance of the study of foreign languages received attention. Mr. Peairs, a manufacturer of Des Moines, Iowa, advocated a scheme which he had been pursuing in his own business. He has constantly engaged two young Mexicans, who, after a training in his office, return to Mexico to represent him. He thought that if two thousand exporting manufacturers would keep employed as many young Mexicans to send them home afterwards as representatives, the problem of international misunderstanding between Mexico and the United States would be solved. This scheme, of course, is fundamentally the same as the interchange of professors as well as that of the interchange of students which is being carried out so successfully by Prof. José Gálvez of the Instituto Pedagógico of Santiago de Chile. It will be remembered that Prof. Gálvez was in this country a few years ago for the purpose of furthering the placing of Chilean students here and that since then there have been in the United States ten or twelve young Chilean men and women as student teachers who return to Chile pledged to teach English a certain period in Chilean schools.

Another speaker in the discussion was Mr. Everett Lord of Boston University. He merely related what is given succinctly in the announcement of the university as follows:

"In the past few years the 'laboratory plan' of combining classroom instruction with practical experience in shop or counting-house has proved to be the most satisfactory form of industrial or

commercial education. In the College of Business Administration of Boston University, for example, the four-year course leading to the degree of Bachelor of Business Administration provides for one full year of supervised employment as an integral part of the course of study.

"The university now announces a laboratory program for its Latin-American trade courses, through the establishment of a branch college in Havana, Cuba, where students regularly registered in the College at Boston may take a part of their college course, thus having the opportunity to learn Spanish in a Spanish country, and to become personally acquainted with Spanish-American life and customs.

"The Havana Branch is supported jointly by Boston University and a local Board of Guarantors, representing the principal business interests of Cuba. The instructors are members of the regular faculty of Boston University. The courses parallel those given in Boston except that they are, in general, conducted in Spanish.

"Students who have completed their Freshman year at Boston University with high standing, may transfer to Havana for the Sophomore or Junior year, or both. In Havana, they will make their homes with Cuban families, will associate in the classroom with Cuban students, and will have opportunity to acquire familiarity with Cuban business methods. At the same time, they will be under the constant supervision of the College faculty and will carry on the same courses of study that corresponding classes are carrying in Boston.

"American students will not be admitted directly to the Havana Branch, but must spend at least one year in Boston, where they may take intensive courses in Spanish and in other subjects intended as special preparation for the work in Cuba.

"Cubans and other Spanish-speaking students may, after a similar preparatory year in Havana, transfer to Boston."

Father Walsh of Georgetown University followed with an account of what the School of Foreign Service was planning for the summer. Readers of *HISPANIA* will find the plan and its successful carrying out interestingly described in this number in the article "Del Potomac al Guaire," by Dr. Guillermo Sherwell, who had charge of the expedition.

The speakers before Group XV, Spanish-American Trade Relations, emphasized the necessity of paying attention to certain peculiarities of South American geography and laws, things which teachers of commercial Spanish have always taught their pupils but which American exporters are slow or unwilling to learn. I refer to carefulness in packing goods, intelligent reading of tariff laws, long credits, and attention to the susceptibilities of Spanish Americans. Señor Guerrero, consul of El Salvador, referred to this point in these words: "This matter (courteous forms of expression in commercial correspondence), as well as the quality of the merchandise, is necessary to create and keep the good-will of the trade."

It is plain, therefore, that teachers of Spanish have a task before them. In this respect, the report of Group I to the convention is interesting:

I. In order adequately to provide for the demands of foreign trade, it is desirable that systematic training be more generally given to prepare for such work.

II. This training should, among other subjects, include: (1) The fundamental principles of economics; (2) the study of history as bearing on economic and commercial problems; (3) commercial geography so treated as to bring it in close touch with local business conditions; (4) training in the effective use of foreign languages.

III. Since sixty per cent of the students who enter High Schools end their education at this point, such instruction should be given in the high school as well as in college.

IV. Attention was called to the action taken in various parts of the country to secure interchange of students between the United States and the countries of Latin America, the Orient and Sweden. More adequate support for this movement seems most desirable.

That the group, Education for Foreign Trade, brought in so strong a report in favor of language instruction when the subject was not represented by a set speech is a triumph.

ALFRED COESTER

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